



For Immediate Release



TOM JACKSON'S CHRISTMAS 150 CROSS-CANADA TOUR SETS OFF NOVEMBER 25th

"We all need to celebrate this country and our stories! Christmas may never be the same again. So let's sing about peace and joy like never before. Laugh like the child that you were and don't miss the chance to accept, or give, the gift of kindness." — Tom Jackson

In an incomparable storytelling, plus musical, plus magically inspiring show — one that weaves together anecdotes of Canadian experiences and humanity as richly unique and diverse as the tapestry of our country's patronage — Christmas 150 is destined to be a must-see event coast to coast.

Hosted by and starring Tom Jackson, [Christmas 150](#) will see the actor, singer and lifetime philanthropist on stage with fellow musical guests CCMA humanitarian and multi-talented entertainer Beverley Mahood, the soulful and selfless Shannon Gaye, Canadian Smooth Jazz Award winner Kristian Alexandrov, and award-winning producer, musician, music director and event producer Tom McKillip for an evening of diverse varietal songs and stories with multi-media visual accompaniment. "It's a collection of stories and events relative to Christmas that's inspired me from my travels across Canada," shares Tom. "It includes music you know, or music you discover that shapes cherished moments of the gift."

Nationally sponsored by Great-West Life, London Life, and Canada Life, Christmas 150 will continue Jackson's long-time holiday season tradition of giving back to the communities it visits,

with dates in British Columbia, Alberta, Saskatchewan, Manitoba and Newfoundland released so far.

If something about Christmas 150 feels familiar, it's because — to a degree — it is. For 30 years now, Jackson has toured Canada with his original Christmas creation, “The Huron Carole.” This year, however, it was important to Tom to change up the format, in part to delve deeper into his unique experiences travelling the country sea to sea, and in part “to celebrate the country I live in.”

While the show's content may stand apart from year's past, this year's tour continues to build upon its long-standing tradition of developing uniquely sustainable events that inspire Canada's corporate community in collaboration with volunteers, fans, and clients of various agencies and food banks to support local beneficiaries in each city visited. The national sponsor ensures the tour reaches each destination, while each city's beneficiary retains all proceeds from Tom Jackson's Christmas 150.

The tour will cross the country beginning November 25th, 2017 (all dates and local beneficiaries listed below).

Christmas 150 is just one of Tom's many contributions to the communities around him. His boundless passion for creating and inspiring change has generated more than \$200 million in combined monetary and in-kind value for food banks, family service agencies, and disaster relief as a tirelessly **active ambassador** for the Canadian Red Cross. Tom can also often be found speaking at **Walrus Talks** and We Day events, making it easy to see why Time Magazine named him one of Canada's best activists, or why many are moved to tears of joy when Tom speaks, most notably **Prime Minister Justin Trudeau and Sophie Grégoire-Trudeau** on the occasion of honouring 30 great Indigenous Canadians.



2017 CHRISTMAS 150 TOUR DATES (with local beneficiary)

November 25:	Camrose, AB — Festival of Trees, Camrose Regional Exhibition (Various, including Camrose Food Bank)
November 28:	St. John's, NL - Venue TBA (Community Food Sharing Association)
November 30:	Edmonton, AB — Edmonton Inn (Edmonton's Food Bank)
December 1:	Lloydminster, AB — Vic Juba Theatre (The Salvation Army/Olive Tree)
December 3:	Saskatoon, SK — Knox United Church (Saskatoon Food Bank)
December 6:	Regina, SK — Casino Regina (Regina & District Food Bank)
December 7:	Winnipeg, MB — St. Mary's Academy (Winnipeg Harvest)
December 10:	Brandon, MB — WMCA (The Counseling Centre)
December 12:	Calgary, AB — Centre St. United Church (The Mustard Seed)
December 14:	Calgary, AB — Calgary Golf & Country Club (Alcove Recovery)
December 15:	Spruce Grove, AB — Horizon Stage (Beneficiary TBA)
December 17:	Banff, AB — Eric Harvie Theatre (Beneficiary TBA)
December 18:	Victoria, BC — Venue TBA (The Mustard Seed)
December 20:	Calgary, AB — Jack Singer Concert Hall (Calgary Food Bank)
December 21:	Edmonton, AB — Jubilee Auditorium (Edmonton Food Bank)

ABOUT TOM JACKSON, THE HURON CAROLE AND CHRISTMAS 150

Tom Jackson, founder of The Huron Carole Benefit Concert Series and 2017's Christmas 150, is a musician, beloved TV personality (North of 60, Star Trek, Law and Order), and long-time champion for the marginalized. Having experienced life on the streets himself, he discovered music was his way out – and an opportunity to help others.

Tom's mantra of being in service to others is secured with his choice to engage if it's good business, good for the world, and good for the soul. He can light up a room with his storytelling, endearing humour and self-penned tunes. He can inspire, uplift and entertain 10 or 10,000 and the gifts he shares, he carries from his ancestry, his life and his loves.

Honouring years of fundraising history, Tom's varied philanthropic national projects have generated over \$200 million in combined cash/in-kind donations for food banks and disaster relief. He is an ambassador for the Canadian Red Cross and a recognized speaker for WeDay, the Walrus Talks, and for recently closing off a procession featuring 30 Indigenous leaders and sparking a moving, emotional reaction from the spouse of the prime minister of Canada, Sophie Grégoire-Trudeau.

On The Huron Carole and Christmas 150:

The very first show Tom Jackson did of this kind was in 1987 in Toronto. Having booked a larger venue which fell through, Jackson pivoted the performance to The Silver Dollar Saloon. It didn't make any money, but it raised awareness and a lot of spirits. When he met his wife Alison, the pair took the show to Winnipeg, thus laying foundation for nearly three decades of 15+ shows annually in communities across the country.

In 2016, Tom Jackson and The Huron Carole's team were evacuated off the highway in the midst of a massive blizzard outside of Virden, Manitoba. Being 70km away from Brandon where they were set to perform that night, the entire cast and crew soon found themselves in a makeshift emergency shelter processed by The Red Cross, of which Tom is already an active ambassador for and supports tirelessly in his spare time.

The show went on, but in the pop-up shelter quickly assembled by relief volunteers. Having managed to bring a handful of instruments from the tour bus, soon the recreation centre was transformed into a Christmas community all its own, with hundreds of evacuees and local responders entertained by holiday songs and stories.

Christmas 150 is drawn deep from the well of Tom's extensive anecdotes, and experiences visiting every corner of Canada throughout his life. He seeks to blend music with storytelling and visual aides to honour the country's birthday and future while engaging and inspiring communities.

Promotional Event Poster

Christmas150.ca

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